

UNOFFICIAL COMMUNICATION: DO NOT ENTER
Application No. 09/114,352

name, the provider tag of the first broadcasting station.

COMMENTS

The proposed changes clarify that the EPG data is added or altered according to the predetermined information generated at the first broadcasting station. The specification on page 8, lines 8-11, describes that the combining unit 3 adds the EPG data and the provider information (i.e., predetermined information) to the image signal output and outputs it. Thus, the first broadcasting station shown for example in Figure 1 of the specification outputs the predetermined information. (See also the discussion of Step S4 and Figure 3 on page 9). The specification on page 11, lines 8-11, describes that the provider-information extractor 22 extracts provider information (i.e., the predetermined information) and outputs the provider tag and the EPG. The specification on page 12, line 23, to page 13, line 1 describes the utilization of the extracted provider information by CPU 25a. Figures 6 and 8 show examples of the displayed provider information shown in preference.

Klosterman '073 is cited in the outstanding Office Action for its teaching of promoting a program on a channel (in this case NBC). However, there is no disclosure in Klosterman '073 that NBC that adds or alters according to predetermined information generated at NBC, data constituting the EPG data. For example, Klosterman '073 teach that the distribution center 110 and the service provider 140 (see col. 4, lines 28-62) or the satellite 115 in the event of atmospheric interferences (see col. 5, lines 31-47), and *not* NBC, provide the EPG data and for example its promotion for NBC shown in Figure 2. Indeed,

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Klosterman '073 teach at col. 6, lines 35-37, that the system operator may charge television program providers (i.e., NBC) an additional fee for promoting and featuring programs in the information region.

Hence, the proposed claim changes are supported in the specification and do define over Klosterman '073.